


Be Beginner to advance Marketer

# DIGITAL MARKETING COURSE

 [zebaqdigitalacademy.in](http://zebaqdigitalacademy.in)

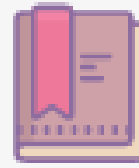
 +91-6747965942

Reputed Digital marketing training course for  
Professional, Entrepreneur, College Students & Job seekers

# PROGRAM IS BEST SUITED FOR



**Entrepreneurs**



**College Students**



**Marketing Professionals**



**Job Seekers**

## WHY YOU SHOULD LEARN DIGITAL MARKETING

**\$**

PWC has forecasted that digital advertising will reach a whopping \$250 billion in 2023, increasing from \$135 billion in 2014.

**JOB**

Top MNC'S & new age startups in India looking for experts in digital marketing . Small Businesses also in the queue..

**SELF**

Digital marketing opens door to Self- employment , freelancing, youtube creator club & blogging.

**20+**

Job profiles after one course- SEO , Social Media Manager, Digital Marketing Analyst etc.

# SALIENT FEATURES



It's an Experienced Marketers initiative.



Weekly Assignments



Placement Assistance



Certificate as Proof of Training



Practical Training with Live Projects.

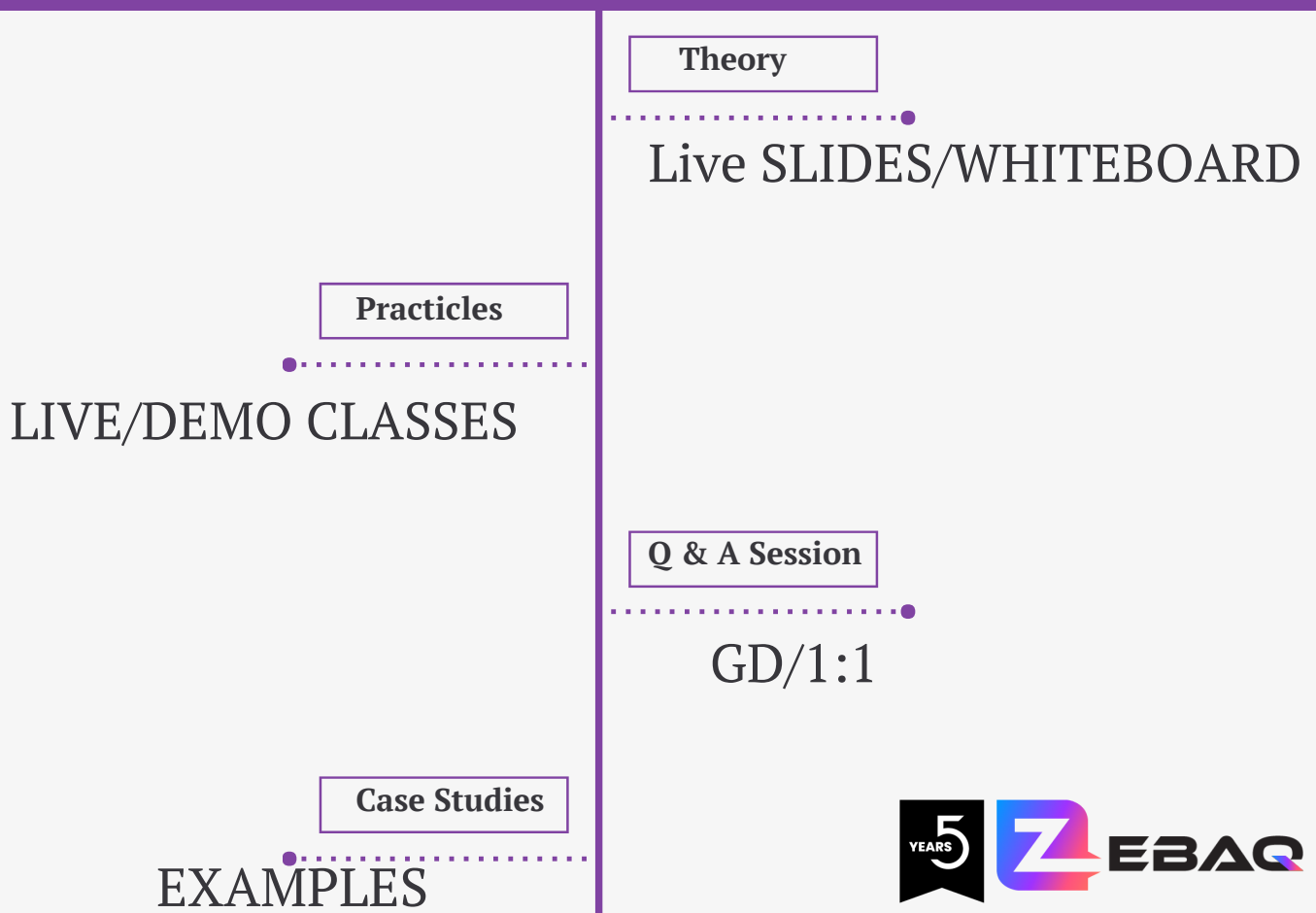


24 x 7 Support

## COURSE SCHEDULE

3 Months (Weekly and Weekend Batches, Sat-Sun)  
or 45-50 Hours

For Batches availability get in touch with us at [zebaqdigitalacademy.in](http://zebaqdigitalacademy.in)



# OUR COURSES INCLUDE



Digital Marketing  
Introduction



Digital Marketing Vs.  
Traditional  
Marketing



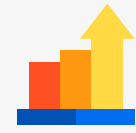
Website Planning  
Process



Search Engine  
Optimization



Social Media  
Marketing



Google Analytics



Google Adwords & Online  
Display Advertising



Email  
Marketing



Content  
Marketing



Social media Ads



Affiliate  
Marketing



Blogging & Freelancing  
to Make Money

# DIGITAL MARKETING INTRODUCTION

- What is marketing?
- What is Digital Marketing?
- Understanding Marketing Process
- Understanding Digital Marketing Process
- Increasing Visibility, What is visibility?, Types of visibility, Examples of visibility
- Visitors Engagement, What is engagement?, Why it is important Examples of engagement Bringing Targeted Traffic
- Inbound and outbound marketing
- Converting Traffic into Leads, Types of Conversion , Understanding Conversion Process Tools Needed

## DIGITAL MARKETING VS. TRADITIONAL MARKETING

- What's the difference between digital marketing and traditional marketing, and why does it matter?
- Benefits of Traditional Marketing
- The Downside to Traditional Marketing
- Benefits of Digital Marketing
- Why Digital Marketing Wins Over traditional Marketing ?
- Tools of Digital Marketing
- How We Use Both Digital & Traditional Marketing

# WEBSITE PLANNING PROCESS

- What is Internet?
- Understanding domain names & domain extensions Different types of websites
- Based on functionality
- Based on purpose
- Planning & Conceptualising a Website
- Booking a domain name & web hosting
- Adding domain name to web Server
- Adding webpages & content
- Adding Plugins
- Building website using CMS in Class
- Identifying objective of website
- Deciding on number of pages required
- Planning for engagement options
- Landing Pages & Optimization
- Creating blueprint of every webpage
- Best & Worst Examples

# SEARCH ENGINE OPTIMIZATION

## Understand Search Engines & Google

- • What is SEO?
- • Introduction to SERP
- • What are search engines?
- • How search engines work
- • Major functions of a search engine
- • What are keywords?
- • Different types of keywords
- • Google keyword planner tool
- • Keywords research process
- • Understanding keywords mix
- • Long Tail Keywords
- • Google Search Tips & Hacks

## On-Page SEO

- Keyword Research with Google Keyword Planner.
- What is the difference between
- keywords stuffing & KW placement
- How to Select a Domain Name?
- Page Naming {URL Structuring} and Folder Naming
- Image Naming, Image Title and ALT Tags Creation
- What are Meta Tags, Description.
- Robots, Keywords, Author
- Redirection Tags
- Headings Tags {H1 to H6}
- What is Content Writing?
- SEO Friendly Content Writing {Insert keywords in content}
- Anchor Text, Link Title
- Internal linking
- Robots.text file use and creation
- HTML Sitemap creation
- XML Site Map Creation
- Site Tracking Tools (Google Webmaster Tool, Google Analytics Tool)
- Why is Alexa?
- Alexa Integration

## Off-Page SEO

- What is OFF-Page Optimization?
- What are Backlinks?
- Why Backlinks are Important?
- How to Get Backlinks?
- Difference Between Do-Follow and No-Follow Backlinks
- What is Google Page Rank?
- How to Increase Page Rank?
- Search Engine Submissions
- Directory Submissions
- Article Writing and submissions
- Press Release writing and submissions
- Blog Posting and comment writing
- Classifieds posting
- Forum Posting
- Business Listing
- Social Bookmarking
- Social Networking
- RSS Feeds
- Do's and Dont's of link building
- Easy link acquisition techniques
- Domain Authority & How to Increase

# SEARCH ENGINE ALGORITHMS

- What is Search Engine's Algorithms?
- How Algorithms Works?
- Why a Search Engine needs to update its Algorithm? Search Engine Penalties and Recoveries.
- Why a Search Engine penalizes a Website?
- How to optimize your site for Google
- Hummingbird Algorithm?
- What is Google Panda Algorithm?
- What is Google Penguin?
- What is Google EMD Update?
- How to save your site from Google Panda,
- Penguin and EMD Update?
- How to recover your site from Panda, Penguin
- and EMDHow to optimize your site for Google
- Hummingbird Algorithm?
- What is Google Panda Algorithm?
- What is Google Penguin?
- What is Google EMD Update?
- How to save your site from Google Panda,
- Penguin and EMD Update?
- How to recover your site from Panda, Penguin and EMD



- What is Local SEO?
- Google places optimization
- Classified submissions
- Citation
- NAP
- Top tools for SEO
- Monitoring SEO process
- Preparing SEO reports
- How to create SEO Strategy for your business What is link juice?
- Importance of domain and page authority

# SOCIAL MEDIA MARKETING

- What is Social Media?
- Understanding the existing Social Media paradigms & psychology
- How social media marketing is different than others
- Forms of Internet marketing
- Facebook marketing
- Understanding Facebook marketing
- Practical session 1
- Creating Facebook page
- Uploading contacts for invitation
- Exercise on fan page wall posting
- Increasing fans on fan page
- How to do marketing on fan page (with examples) Fan engagement
- Important apps to do fan page marketing
- Facebook advertising
- Types of Facebook advertising
- Best practices for Facebook advertising
- Understanding Facebook best practices
- Understanding edgerank and art of engagement
- Practical Session 2
- Creating Facebook advertising campaign
- Targeting in ad campaign
- Payment module- CPC vs CPM vs CPA
- Setting up conversion tracking
- Using power editor tool for adv.
- Advanced Facebook advertising using tools like Qwaya
- LinkedIn Marketing
- What is LinkedIn?
- Understanding LinkedIn
- Company profile vs Individual profiles
- Understanding LinkedIn groups
- How to do marketing on LinkedIn groups
- LinkedIn advertising & it's best practices
- Increasing ROI from LinkedIn ads
- LinkedIn publishing
- Company pages
- Adv on LinkedIn
- Display vs text
- Twitter Marketing
- Understanding Twitter
- Tools to listen & measure Influence on Twitter: TweetDeck, Klout, PeerIndex
- How to do marketing on Twitter
- Black hat techniques of twitter marketing
- Advertising on Twitter
- Creating campaigns
- Types of ads
- Tools for twitter marketing
- Twitter Advertising
- Twitter Cards
- Video Marketing
- Understanding Video Campaign
- Creating 1st Video Campaign
- Importance of video marketing
- Benefits of video marketing
- Uploading videos on video marketing websites
- Using youtube for business
- Developing youtube video marketing Strategy
- Bringing visitors from youtube videos to your website
- Creating Video ADgroups
- Targeting Options
- Understanding Bid Strategy

# GOOGLE ANALYTICS

- Introduction to Google Analytics
- How Google analytics works
- Understanding Google analytics account structure
- Understanding Google analytics insights
- Understanding cookie tracking
- Types of cookie tracking used by Google analytics
- Starting with Google analytics
- How to set up analytics account
- How to add analytics code in website
- Understanding goals and conversions
- How to setup goals
- Understanding different types of goals
- Understanding bounce & bounce rate
- Difference between exit rate & bounce rate
- How to reduce bounce rate
- How to set up funnels in goals
- Importance of funnels
- How to integrate adwords and analytics account
- Benefits of integrating adwords & analytics
- Measuring performance of marketing campaigns via Google analytics What is link tagging
- How to set up link tagging
- Understanding filters & segments
- How to set up filters & segments
- How to view customized reports
- Monitoring traffic sources
- Monitoring traffic behavior
- Taking corrective actions if required

# GOOGLE ADWORDS & ONLINE DISPLAY ADVERTISING

- Google AdWords Overview
- Understanding inorganic search results Introduction to Google Adwords & PPC advertising
- Overview of Microsoft Adcenter (Bing & Yahoo)  
Setting up Google Adwords account Understanding Adwords account structure Campaigns, Adgroups, Ads, Keywords, etc Types of Advertising campaigns- Search, Display, Shopping & video
- Difference between search & display campaign  
Understanding Adwords Algorithm
- How does Adwords rank ads
- Understanding Adwords algorithm (adrank) in detail with examples
- What is quality score
- Why quality score is important
- What is CTR?
- Why CTR is important?
- Understanding bids
- Creating Search Campaigns
- Types of Search Campaigns - Standard,
- All features, dynamic search & product listing Google merchant center.
- Creating our 1st search campaign
- Doing campaign level settings
- Understanding location targeting
- Different types of location targeting
- What is bidding strategy?

# GOOGLE ADWORDS & ONLINE DISPLAY ADVERTISING

- Understanding different types of bid strategy- 1 Manual 2 Auto Advanced level bid strategies- 1 Enhanced CPC 2 CPA
- What are flexible bidding strategies?
- Understanding flexible bidding strategy
- Pros & Cons of different bid strategies
- Understanding ad-extensions
- Types of ad-extensions
- Adding ad-extensions in our campaign
- Creating adgroups
- Finding relevant adgroups options using tools
- Creating adgroups using tool
- Understanding keywords
- Finding relevant keywords
- Adding keywords in ad-group
- Using keyword planner tool
- Understanding types of keywords
- Broad, Phrase, exact, synonym & negative
- Examples of types of keywords
- Pros and cons of diff. types of keywords
- **Creating ads**
- Understanding ad metrics
- Display & destination URL
- How to write a compelling ad copy
- Best & worst examples of ads Creating ads
- **Tracking Performance/Conversion**
- What is conversion tracking?
- Why is it important
- How to set up conversion tracking
- Adding tracking code in your website
- Checking conversion stats
- Optimizing Search Campaigns
- How to optimize campaigns at the time of creation?
- Optimizing campaign via adgroups

# GOOGLE ADWORDS & ONLINE DISPLAY ADVERTISING

- Importance of CTR in optimization Creating Display Campaign
- How to increase CTR Types of display campaigns- Importance of quality score in All features, Mobile app, optimization Remarketing, Engagement
- How to increase quality score Creating 1st display campaign Importance of negative keywords in Difference in search & display optimization campaign settings
- Evaluating campaign stats Doing campaign level settings Optimizing with conversion report Understanding CPM bid strategy Optimizing with keywords Advance settings
- Optimizing performing keywords Ad-scheduling
- Optimizing non performing keywords Ad-delivery
- How to decrease CPC Understanding ads placement Analyzing your competitors Creating diff. ad groups performance Using display planner tool
- Finding relevant websites for ads
- placement
- Creating text ads
- Creating banner ads using tools
- Uploading banner ads
- Optimizing Display Campaign
- Remarketing
- What is remarketing?
- Setting up remarketing campaign
- Creating Remarketing lists
- Advanced Level list creation
- Custom audience

# ONLINE DISPLAY ADVERTISING

- What is Online Advertising?
- Types of Online Advertising
- **Display Advertising**
- Banner ads
- Rich Media ads
- Pop ups and Pop under ads
- **Contextual advertising**
- In Text ads
- In Image ads
- In video ads
- In page ads
- What are Payment Modules?
- Companies that provide online advertising solution Tracking & Measuring ROI of online adv. Assignment on allocating funds to various
- Different Online advertising platforms
- Creating Banner Ads Using Tools

# EMAIL MARKETING

- What is email marketing?
- How email works?
- Challenges faced in sending bulk emails
- How to overcome these challenges?
- Types of email marketing- Opt-in & bulk emailing
- What is opt-in email marketing?
- Setting up email marketing account
- Best platforms to do opt-in email marketing
- Setting up lists & web form
- Creating a broadcast email
- What are auto responders?
- Setting up auto responders
- How to do bulk emailing?
- Best practices to send bulk emails
- Tricks to land in inbox instead of spam folder
- Top email marketing software's & a glimpse of how to use them Improving ROI with A/B testing



# LEAD GENERATION FOR BUSINESS

- Understanding lead generation for business Why lead generation is important? Understanding landing pages
- Understanding thank-you page
- Landing page vs website
- Best practices to create a landing page
- Best practices to create a thank-you page Practical exercise-creating a landing page Types of landing pages
- Reviewing landing pages created by trainees What is A/B testing?
- How to do A/B testing
- Selecting landing pages after A/B testing Converting leads into sales
- Creating lead nurturing strategy Understanding lead funnel
- Steps in leads nurturing

# CONTENT MARKETING

- What is Content Marketing?
- Introduction to content marketing
- Objective of content marketing
- Content marketing 7 step strategy building process
- 18 types of content with examples
- How to write great compelling content
- Keyword research for content ideas
- Optimizing content for search engines
- Discussing authority blog
- Steps towards developing authority blog
- Ways to monetizing authority blog
- How to market your content?
- Debate- Doesn't great content just spread by itself
- Understanding second customer
- Importance of second customer
- How to increase second customer
- Understanding online influencers
- 10 ways to connect with online influencers
- 35 unique ways to write magnetic headlines
- 180 examples of magnetic headlines
- How to increase opt-in email list with content marketing with examples Case study on content marketing

# APP STORE OPTIMIZATION

- What is app store optimization?
- Why App Store Optimization is Important
- App Stores- Google Play , iTunes App Store
- How Google Play ranking works
- Keyword Research Based on App Stores Search  
Creating Title
- Choosing Keyword
- Use of Keywordtool.io
- Choose Category
- Write Description
- Creating Visual Assets
- \* Icon, Screenshot, Social media, App Marketing  
Video \* What ASO tools you need to use in 2017
- App Analytics tools

# AFFILIATE MARKETING

- What is affiliate marketing?
- 3 A's of affiliate marketing
- How people make millions of dollar in affiliate marketing?
- Affiliate marketing history
- Changes in affiliate marketing industry over the year
- Affiliate marketing scenario in India
- How to be a super affiliate?
- Different ways to do affiliate marketing
- Affiliate marketing secrets
- How your trainer makes money in affiliate marketing?
- Live examples of how people are making money as an affiliate
- Getting your started as an affiliate
- Getting you approved as an affiliate from India's top affiliate agencies
- Some of the top affiliate network in the world
- How to get approved as an affiliate by world's top affiliate company-commission
- junction [www.cj.com](http://www.cj.com)
- Trainers shares his secrets of affiliate marketing
- Story telling- trainer shows his live example of how he is making money these days as an affiliate

# BLOGGING & FREELANCING TO MAKE MONEY

- What is adsense?
- How to get approved for adsense?
- Cool trick to get adsense approval by Google Using your adsense account interface
- Placing ads on your blog
- Creating blogs with our FREE theme
- Then we will share 1 secret method Through which you will
- make money with adsense

**Education is what remains after  
one has forgotten what one has  
learned in school.**

**-Albert Einstein**



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Weekend & Weekdays

